



WDAF-TV

Print Date: 09/28/12

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<u>Contract / Revision</u>	568701	<u>Flight Dates</u> 10/16/12-10/22/12	<u>Hiatus Dates</u>												
<u>Original Date / Revision</u>	09/28/12/	09/28/12	<u>Order Sep</u> 00:15:00												
<u>Advertiser</u>	Mo 4 Health & Education	<u>Product</u> MO 4 HEALTH AND EDU	<u>Estimate #</u> 2136												
Totals															
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	10/19/12	10/19/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	-----F--		1	\$300.00	0.00						
5	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$300.00	0.00						
6	4	10/16/12	10/16/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	-T-----		1	\$1,000.00	0.00						
7	4	10/17/12	10/17/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	--W----		1	\$1,000.00	0.00						
8	4	10/18/12	10/18/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	---T---		1	\$1,000.00	0.00						
9	4	10/19/12	10/19/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	----F--		1	\$1,000.00	0.00						
10	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$1,000.00	0.00						
11	4	10/16/12	10/16/12	M-F 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	-T-----		1	\$825.00	0.00						
12	4	10/17/12	10/17/12	M-F 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	--W----		1	\$825.00	0.00						
13	4	10/18/12	10/18/12	M-F 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	---T---		1	\$825.00	0.00						
14	4	10/19/12	10/19/12	M-F 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	----F--		1	\$825.00	0.00						



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Contract / Revision **568701** **Flight Dates** **10/16/12-10/22/12** **Hiatus Dates**

568701 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/28/12 / 09/28/12 Order Sep 00:15:00

09/28/12 / 09/28/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU Estimate # 2136



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Contract / Revision 568701 Flight Dates 10/16/12-10/22/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO 4 HEALTH AND EDU

Estimate # 2136



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Contract / Revision		568701	Flight Dates 10/16/12-10/22/12			Hiatus Dates		
Original Date / Revision		09/28/12 / 09/28/12				Order Sep 00:15:00		
Advertiser		Mo 4 Health & Education	Product MO 4 HEALTH AND EDU			Estimate # 2136		
Totals								
Ln	Ch	Start	End	Inventory Code	Break Start/End Time	Days	Len	Spots
E 34	4	10/19/12	10/19/12	M-F 10-1030p M-F 10-1030p	CM-All 10-1030p	----F--	:30	1
News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12	10/21/12	----F--	1	\$1,800.00	0.00			
E 35	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All 10-1030p	M-----	:30	1
News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/22/12	10/28/12	M-----	1	\$1,800.00	0.00			
36	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All Sa 7-9a	-----S-	:30	1
News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12	10/21/12	-----S-	1	\$800.00	0.00			
37	4	10/21/12	10/21/12	Su 5-6p Su 5-6p	CM-All 5-6p	-----S	:30	1
News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12	10/21/12	-----S	1	\$375.00	0.00			
38	4	10/21/12	10/21/12	Su 9-10p Su 9-10p	CM-All 9-10p	-----S	:30	1
News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12	10/21/12	-----S	1	\$1,800.00	0.00			
						Totals	38	\$39,800.00



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Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	<u>568691</u>	/	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	09/28/12	09/28/12	<u>MO 4 HEALTH & EDUC</u>	<u>Estimate #</u>	2135
			<u>Agency Com</u>	<u>Alt Order #</u>	09793023
			15%	<u>Billing Type</u>	Cash
			<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Mo 4 Health & Education			<u>Billing Cycle</u>	EOM/EOC
			650 Massachusetts Ave NW Suite 210 Washington, DC 20001	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Buying Time LLC			<u>Demographic</u>	A35+
<u>Buying Contact</u>			<u>Sales Office</u>	<u>Rev Codes</u>	SP-POL PLI POL
			DC-M	<u>Product Codes</u>	PL2C
650 Massachusetts Ave NW Suite 210 Washington, DC 20001			<u>Sales Region</u>	<u>Priority</u>	1
			NAT	<u>Agency Ref</u>	

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 30% Market Value 132666

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	12%	15920
KCWE	%	0
KMBC	34%	45106
KMCI	%	0
KPXE	%	0
KSHB	24%	31840
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	31	\$27,569.75	\$32,435.00	0.00	10/01/12	10/28/12	31	\$27,569.75	\$32,435.00
November 2012	7	\$6,260.25	\$7,365.00	0.00	10/29/12	10/29/12	7	\$6,260.25	\$7,365.00
Totals	38	\$33,830.00	\$39,800.00	0.00					

Billing Plan

<u>Totals</u>															
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
1	4	10/23/12	10/23/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		-T-----		1	\$300.00			0.00					
2	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		--W----		1	\$300.00			0.00					
3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		--W----		1	\$300.00			0.00					



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Contract / Revision **568691** **Flight Dates** **10/23/12-10/29/12** **Hiatus Dates**

Original Date / Revision 09/28/12/ 09/28/12 Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135



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Contract / Revision **568691** Flight Dates **10/23/12-10/29/12** Hiatus Dates

Original Date / Revision **09/28/12/ 09/28/12** Order Sep **00:15:00**

Advertiser **Mo 4 Health & Education** Product **MO 4 HEALTH & EDUC** Estimate # **2135**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
13	4	10/25/12	10/25/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---T---		1	\$825.00			0.00						
14	4	10/26/12	10/26/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		----F--		1	\$825.00			0.00						
15	4	10/29/12	10/29/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		M-----		1	\$825.00			0.00						
16	4	10/23/12	10/23/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		-T-----		1	\$1,000.00			0.00						
17	4	10/24/12	10/24/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--W----		1	\$1,000.00			0.00						
18	4	10/25/12	10/25/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--T---		1	\$1,000.00			0.00						
19	4	10/26/12	10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		----F--		1	\$1,000.00			0.00						
20	4	10/29/12	10/29/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		M-----		1	\$1,000.00			0.00						
21	4	10/23/12	10/23/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		-T-----		1	\$1,000.00			0.00						
22	4	10/24/12	10/24/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--W----		1	\$1,000.00			0.00						
23	4	10/25/12	10/25/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--T---		1	\$1,000.00			0.00						



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568691 Flight Dates **10/23/12-10/29/12**

Hiatus Dates

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Advertiser Mo 4 Health & Education

Product MO 4 HEALTH & EDUC

Estimate # 2135



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Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2135

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
E 33	4	10/25/12	10/25/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1	\$1,800.00			0.00					
34	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$1,800.00			0.00					
35	4	10/29/12	10/29/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1	\$1,800.00			0.00					
36	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1	\$800.00			0.00					
37	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$375.00			0.00					
E 38	4	10/28/12	10/28/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$1,800.00			0.00					
													Totals	38	\$39,800.00